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[The Future of Google Talk](#)

Communication, as a mantra



'Organizing and searching all the information in the world' seems to be one of the mantras that govern Google's activity. But the company seems to realize that the recipe for success doesn't include only information, but also communication. A lot of people see in Google Talk only an attempt to fight Yahoo and MSN on their own grounds, but let's not forget that Google has always had a different way of seeing things, at a much larger scale. A large part of the Google Talk reviews have outlined its simplicity and the lack of features when compared to other IM clients. It's more than likely that Google Talk won't stop here, its goal being more than just PC to PC communications. Just as three months ago we were 90% sure that Google will launch an IM client, today, we can say with confidence that in less than three months, Google Talk will be integrated with cellular telephony. There are already IM clients which allow the communication between PC users and cell phones, but the costs are prohibitive. Imagine that in three months from now, you will be able to talk through Google Talk, which can be easily adapted to any cell phone, with anyone you please. Does Google want to conquer the world? Undoubtedly yes, but it will do it in its own way, with simple, yet efficient services.